

PUBLIX LEADERS IN CONVENTION

FUTURE POLICIES OUTLINED TO DISTRICT AND DIVISION LEADERS AT N. Y. CONFERENCE

Three days of intensive meetings between district and division managers and bookers, with the home office executive cabinet in New York last week resulted in a vivid outline of what is going to happen in Publix starting immediately, and adopted as permanent policy.

The outstanding thought of the convention was based on the fact that at no time in the history of the industry have theatres been faced with such an abundance of sure-fire box office attractions as are now lined up for Publix theatres. Amplifying that thought was the logical conclusion that while this happy condition is present, lowest operating costs should be firmly established, so that a "cushion" or bulwark may be had for future eventualities should the supply cease or diminish.

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SEVEN WEEKS FOR CHICAGO UNITS

New routing of the Oriental stage units, now in effect, brings the shows to Publix-B & K's new Paradise in Chicago as the second stand. They continue to the Harding, Norshore, and Tower, in Chicago. From there the shows go to Detroit, followed by an open week, then So. Louis.

Indianapolis, formerly between these two cities, has been taken out of the route.

PUBLIX NOW PUBLISHES SONGS

A new music publishing organization has been formed to be known as the Famous Music Company with general offices at 62 West 45th St., New York City. Ownership of this company is controlled fifty percent each by Paramount and by the long established music firm of Harms, Inc. I. M. Halperin, formerly of the Publix management department, is in charge of the new endeavor.

The Famous Music Company will specialize entirely in publishing and marketing in a showmanlike manner the theme songs which are written from time to time by members of the Paramount-Publix Music department, not only for synchronized Paramount Pictures, but for Publix unit shows and for synchronized pictures of other producers. Every synchronized Paramount Picture will have one of these theme songs published by the new company, and these will be heavily exploited and "plugged," as they say in the music business, well in advance of the playdates in all cities of consequence. In the smaller towns it will be left to the local dealers to introduce the numbers and create a demand.

The new firm will make its first bow with the publication of the theme song for "Varsity" entitled "I'll Cling to You." As new numbers are written and prepared for the market they will be announced in these columns, so that you in turn can advise your exhibitors and do all in your power to effect local tieups and otherwise assist the infant organization to grow to manly proportions.

200 NAMES ADDED TO LIST FOR FUTURE PROMOTIONS AS RESULT OF 90-DAYS HI-PRESSURE WORK

Prize awards for the recently completed "We're Comin' Thru" Campaign for bigger grosses and lower operating costs, as conducted in Publix theatres, were announced last week by Sam Dembow, Jr., Executive Vice President. The announcement was made at the conclusion of the convention of District and Division Managers and Bookers, held in conjunction with the Home Office Executive Cabinet in New York Monday, Tuesday and Wednesday, of last week.

On page 2 will be found the names of the prize-winners and the organizations they lead.

The campaign covered a ninety day period, and started last April.

Full of Thrills

It was replete with incidents of amazing resourcefulness on the part of theatre managers and their staffs, and the results far surpassed on a national scale, even the most optimistic expectations of David J. Chatkin, who headed the executive committee that guided it.

Only 194 theatres, representing those owned 100% by Pub-

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HOW MUCH DO YOU KNOW

In the next issue of PUBLIX OPINION, a list of 100 questions any showman should be able to answer, will be printed. They're taken from the examination papers of the Publix School For Managers.

Try 'em On Yourself, First, and then try 'em on Your Staff. The Answers Will be in the issue following.

DIVISION AND DISTRICT MANAGERS AND BOOKERS MEET IN NEW YORK



You can have a copy of this photo free with the compliments of Publix Opinion if you write to Lou Nathan, Staff Photographer.

1. J. J. McGuinness—Vaudeville Booker, New England Division. 2. Leon D. Netter—Booker and Buyer, New England Division. 3. George Walsh—N. Y. State District Manager. 4. J. J. Fitzgibbons—Division Manager, New York & New England Division. 5. Tracey Barham—Booker, Florida District. 6. Harry Marx—Executive Representative. 7. D. J. Chatkin—Director, Theatre management. 8. Sam Dembow, Jr.—Vice-President. 9. Sam Katz—President. 10. Morris Katz—Balaban & Katz. 11. Wm. Saal—Chief Booker and Buyer. 12. Joseph J. Deitch, Asst. to Wm. Saal. 13. Barry Burke—Colorado District Manager. 14. Blanche Bray Boyle—Booker, New York and Colorado Districts. 15. C. B. Stiff—District Manager, Texas-Central District. 16. Harry David—District Manager, Publix-Blank Circuit. 17. Harry Hardy—District Manager, Carolina District. 18. T. C. Young—Director of Real Estate Department. 19. A. J. Moreau—District Manager, New England. 20. Benj. H. Serkovich—Editor, "Publix Opinion." 21. E. A. Cuddy—District Manager, New England. 22. Jesse L. Clark—District Manager, Florida District. 23. Phil Seletsky—Booker, New England Division. 24. E. A. Zorn—District Manager, New England. 25. L. L. Edwards—Advertising & Publicity Department. 26. J. J. Friedl—District Manager, Texas-Deluxe District. 27. Eugene J. Zukor—Asst. Treasurer, Paramount Famous Lasky Corp. 28. J. H. Elder—Manager, Dallas Warehouse. 29. E. R. Rogers—Tivoli Theatre, Chattanooga, Tenn. 30. Frank Dowler, Jr.—Division Manager, Southeastern Division. 31. W. C. Patterson—District Manager, Atlanta District. 32. M. S. Hill—District Manager, Georgia District. 33. C. L. Oswald—Booker, Carolina District. 34. Burt Kelly—Booking Dept. 35. Louis Notarius—Booking Dept. 36. L. E. Schneider—Division Manager, Central Division. 37. Chas. E. Sasseen—District Manager, Oklahoma-Arkansas District. 38. Harry Sachs—Booker, Texas District. 39. N. W. Finston—General Music Director. 40. R. M. Sternburg—District Manager, New England. 41. Chester L. Stoddard—Personnel Dept. 42. Austin C. Keough—Legal Advisor. 43. L. J. Ludwig—Accounting Department. 44. Harry Rubin—Chief Projectionist, Maintenance Dept. 45. Milton H. Feld—Division Manager, Southern Deluxe Division. 46. M. J. Mullin—Director Maintenance Department. 47. J. J. Fitzgerald—Manager, Boston Warehouse. 48. Boris Morros, Director of Music Department. 49. Nicholas G. Weiss—Dept. of Co-ordination. 50. A. M. Botsford—Director of Publicity and Advertising. 51. W. E. Drumbar—District Manager, Tennessee District. 52. A. M. Holtz—Manager, Atlanta Warehouse. 53. Joe Walsh—Theatre Management Dept. 54. A. C. Cowles—Booker, Georgia-Tennessee Districts. 55. John F. Barry—Director, Managers' Training School. 56. John F. Sullivan—Department of Special Relations. 57. Walter B. Lloyd—District Manager, Indiana District. 58. Max Friedman—Booker, Publix-Blank District.

PUBLIX LEADERS MEET

(Continued from Page 1)

Mr. Katz Speaks

Mr. Katz made two of the longest talks of his career at two of the meetings. They lasted less than an hour each. But they were vivid, and to the point, and

YOU'LL BE TOLD!

On account of the intimate business nature of the talks, Publix Opinion is not printing them. However, the messages given by Mr. Katz and Mr. Dembow, Mr. Chatkin, as well as those from Messrs. Finston and Boris Morros; Austin Keogh, of the legal department, Mr. Botsford, and others, will be imparted verbally to the field by those privileged to listen to them as made.

conspicuous by the fact that without wasting words, the entire Publix situation was fine-tooth-combed for possible trouble spots during the present rapidly changing character of the industry.

Sam Dembow, Jr., Executive Vice-President also made a short address, after which the convention resolved itself into sectional meetings with heads of the legal, insurance, stage-booking, film-booking, production, advertising, and music departments. At these meetings, decisions were made for additional budget-cutting, for divisional promotions and rewards, and for personnel changes. Also bookings were closely scrutinized to be sure that advantage could be taken of every possible situation.

Back to Work

At the conclusion of the meetings, the district and division leaders hurried back to their field-headquarters, to get into work the plans adopted.

During the convention, announcement of "We're Coming Thru" drive awards was made. This will be found elsewhere in this issue.

Mr. Katz made his first address Monday noon. Seated in a chair in one of the projection-rooms, with the sixty-odd leaders of Publix facing him, the scene made anything but the dramatic picture that it became as soon as he commenced to unfold his message.

Without attempting oratory, he etched a picture of Publix as it is today—and as it will be in the future.

WE'RE COMIN' THRU AWARDS

TOTAL AWARD \$4,925

FINAL STANDING

DISTRICT MANAGERS AWARDS—(2 AWARDS)

Texas District	C. B. Stiff	1st Award	\$200
Florida District	J. L. Clark	2nd Award	200 \$400

DISTRICT BOOKERS AWARDS—(1 AWARD)

Texas District	J. Deitch	1st Award	\$125 \$125
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MESSRS. CHATKIN & FELD—DE LUXE DIVISION

Denver-Denver	A. W. Baker	1st Award	\$300
Metropolitan Boston	J. C. McCurdy	2nd Award	150
Alabama-Birmingham Greater Improvement Award			100 \$550

MR. SCHNEIDER'S DIVISION

SECOND CLASSIFICATION

Kirby	Houston	E. E. Cullins	1st Award	\$225
Queen	Galveston	L. S. Soward	2nd Award	150
Palace	Ft. Worth	H. J. Gould	3rd Award	100
Princess	San Antonio	S. R. Abrams	4th Award	75
Melba	Dallas	J. C. Cherry	1st Greater Improv.	100
Rialto	Denver	Roy Slentz	2nd Greater Improv.	50 \$700

THIRD CLASSIFICATION

Sterling	Greeley	C. T. Perrin	1st Award	\$150
Queen	Austin	H. LeTempt & T. W. Erwin	2nd Award	100
New	Ft. Smith	M. K. Moore	3rd Award	75
Colorado	Pueblo	C. Clare Woods	4th Award	50
Rialto	Chickasha	C. Tunstall	5th Award	50
Rialto	Colorado Springs	John P. Reed	6th Award	50
Queen	Houston	Manson Floyd	1st Greater Improv.	75
Empire	San Antonio	J. S. McSween	2nd Greater Improv.	50 \$600

MR. DOWLERS'S DIVISION

SECOND CLASSIFICATION

Victory	Tampa	Geo. B. Peck	1st Award	\$225
Empire	Montgomery	H. C. Farley	2nd Award	150
Tivoli	Chattanooga	E. R. Rogers	3rd Award	100
Florida	Jacksonville	Guy A. Kenimer	4th Award	75
Strand	Birmingham	Bolivar Hyde, Jr.	1st Greater Improv.	100
Imperial	Charlotte	John McKennon	2nd Greater Improv.	50 \$700

THIRD CLASSIFICATION

Alhambra	Charlotte	James Cartledge	1st Award	\$150
Noble	Anniston	T. Y. Walker	2nd Award	100
Rosetta	Little River	N. L. Tower	3rd Award	75
Criterion	Johnson City	George K. Keyes	4th Award	50
Lyric	Jackson	Emil Brunsticker	5th Award	50
Riverside	Jacksonville	John T. Thomas	6th Award	50
Imperial	Columbia	T. H. Holliday	1st Greater Improv.	75
Marlowe	Jackson	T. L. Cartwright	2nd Greater Improv.	50 \$600

MR. FITZGIBBON'S DIVISION

SECOND CLASSIFICATION

Bijou	Bangor	C. J. Russell	1st Award	\$225
Strand	Yonkers	Geo. Walsh	2nd Award	150
Academy	Newburgh	Geo. Cruzen	3rd Award	100
Brockton	Brockton	J. S. Cahill	4th Award	75
Stratford	Poughkeepsie	J. Hartung	1st Greater Improv.	100
Fenway	Boston	Harry Browning	2nd Greater Improv.	50 \$700

THIRD CLASSIFICATION

Strand	Pawtucket	C. F. Millet	1st Award	\$150
Grand	Rutland	A. Hayward	2nd Award	100
City	Waterville	H. F. Mulqueen	3rd Award	75
Park	Barre	T. P. Peaks	4th Award	50
Opera House	Bangor	A. E. Fowler	5th Award	50
Park	Rockland	C. M. Benson	6th Award	50
Opera House	Bath	Wm. Powell	1st Greater Improv.	75
Temple	Houlton, Me.	H. F. Keyes	2nd Greater Improv.	50 \$600

NEW DAYS FOR THE FILM WORLD

BY ALBERT DEANE
Foreign Department

BUT THIS REMAINS
UNCHANGED

A new world we live in, yes—newer and bigger pictures, the era of sound, unhappy endings popular, themes that would have been taboo a few years ago now reigning sensations. . . . Colossal theatres where barns once stood—opera stars appearing in conjunction with pictures—eighty-piece orchestras—organs as big as skyscrapers. . . . All of these great advancements. . . . But human nature remains the same—people still buy on faith and on the judgment of their own minds they still want to know in advance the quality of the picture on which they plan to spend their money—still look for some positive and unmistakable guide. . . . The Paramount Trade Mark has guided them through many years—it has not changed—nor has the significance of the quality of the pictures it represents. . . . Almost twenty million dollars have been expended in keeping this symbol of faith before the picturegoers of the world. . . . The world has gone forward—pictures have improved boundlessly in quality—newer picture types have come into being—we have dialogue, synchronized scores and sound effects—but the Paramount Trade Mark has not changed—it has not needed to—any more than human nature has needed to change in wanting the best in motion pictures—and in wanting to be able to identify that best swiftly and unerringly.

Remember these things always—and remember always just how precious to the entire world-wide Paramount organization the Paramount Trade Mark is.



"Docks of N. Y." Breaks All Records

*\$35,116 IN TWO DAYS! That is the all-time week end record that "The Docks of New York" hung up at the Paramount Theatre, New York, last Saturday and Sunday. Chalk this astounding accomplishment up against a silent picture too, on a street that is offering all sorts of sound picture opposition! When "Warming Up" did \$31,000 in two days, we all thought that was marvelous. Just think of topping that by over \$4000! Here indeed is something to shout from the housetops. "The Docks of New York" should do proportionately as well everywhere—another one to set "the whole country talking!"

Ben Black Takes Up Ash's Baton in N. Y.

Eddie Peabody is booked in New York as m. c. at the Paramount to remain several weeks. While in New York, Peabody will make records and possibly do some talking shorts. Ben Black will return to the Paramount, New York, as m. c. when Paul Ash departs for Chicago at the end of the current week.

"COMIN' THRU" WINNERS NAMED

(Continued from Page 1)

lix, competed. Partnership theatres competed only where heads accepted the invitation to participate.

Out of 194 competing theatres, forty-eight cash prizes were awarded.

Aside from this, however, nearly 200 names are listed in the file of Mr. Sam Katz, president of Publix theatres, as Publix employees whose fine co-operation and intelligent effort marks them as timber for future advancement.

Biggest List

"This is the biggest list of names ever presented in any organization, for consideration an opportunity develops in the future, for reward and advancement," Mr. Chatkin told Mr. Katz and Mr. Dembow. The list was culled from nearly 450 names submitted by division and district managers, from reports made by theatre managers throughout the circuit.

"I am supremely happy over this list," Mr. Katz declared. "These men have proved themselves, and as the expansion of Publix makes it possible, they will be given every encouragement to continue to exercise their energy and imagination."

Mr. Katz found considerable pleasure in the "greatest improvement" awards. The prizes developed the hottest fights. In no case was a prize awarded for improvement that did not show a tremendous change between the period of the start of the drive and its conclusion.

Another thing proudly pointed out by Mr. Katz is that several of the prize winners are theatre managers who have received prizes in previous drives.

"I want to thank every employee of Publix who participated in the 'Coming Thru Drive,'" Mr. Katz said. "The results were fine, and the spirit displayed is the sort that proves to me that we're on the right track in our plans for the development of Publix."

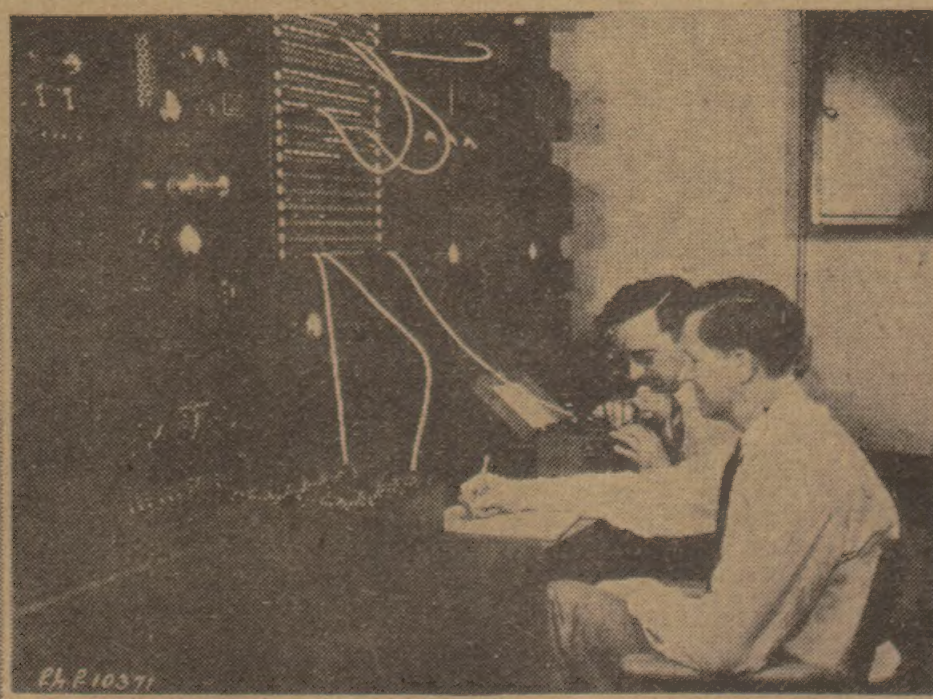
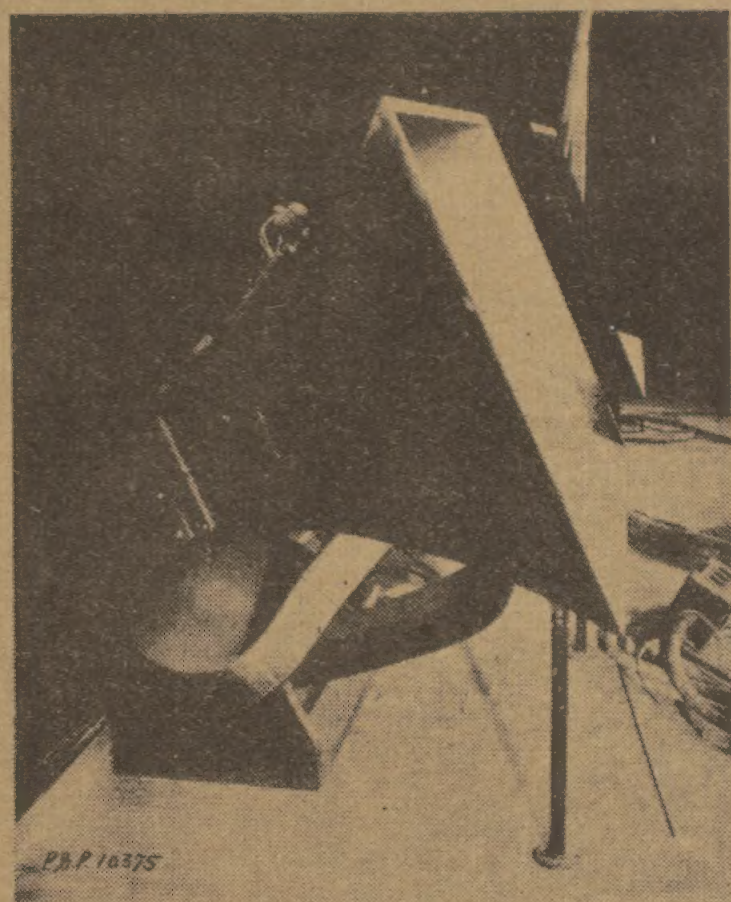
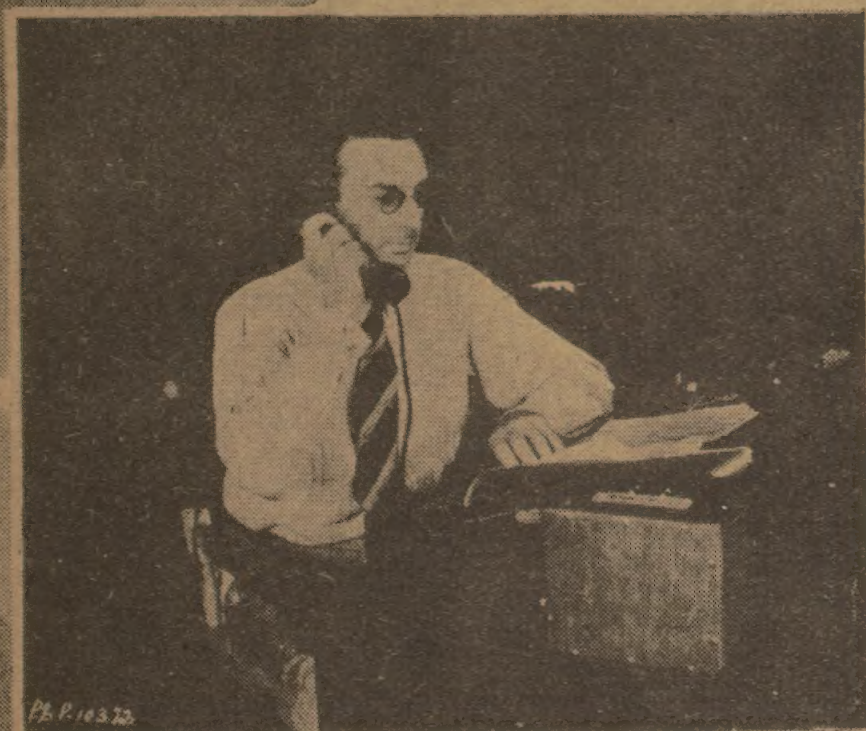
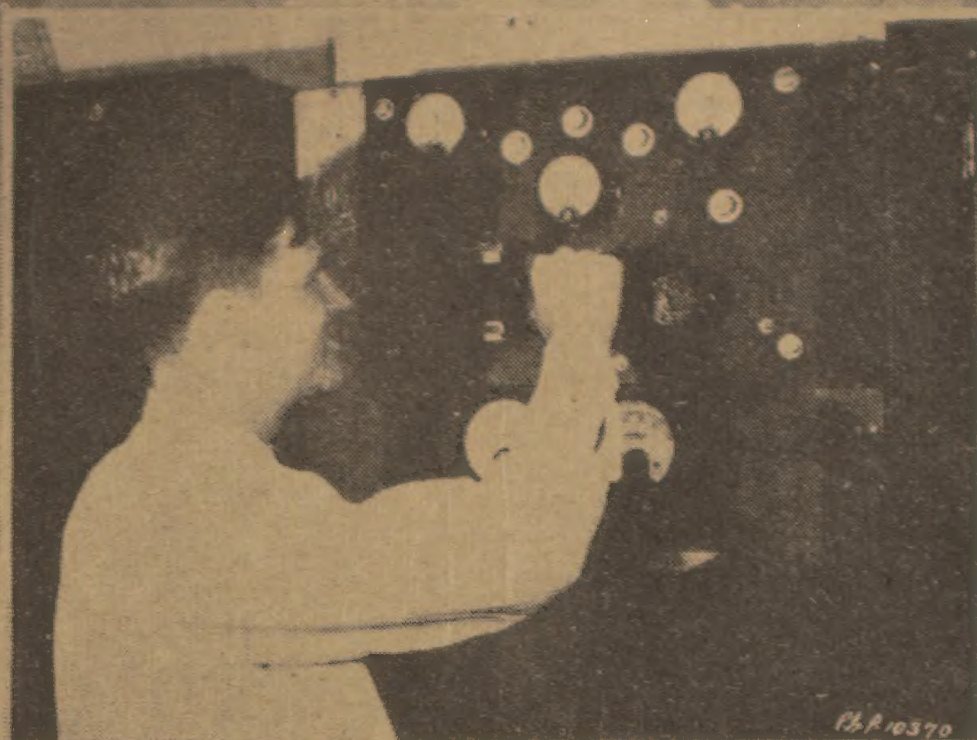
FREE AIRPLANE IN FT. WORTH

R. E. Armstrong, Publicity Manager at the Worth Theatre, Fort Worth, Texas, made a hook-up on "Lilac Time."

He cultivated the friendship of the Vice-President and General Manager of the Texas Air Transport Company, controlling local Air Mail service, and induced him to turn over a plane for the use of the theatre. The Air Mail company permitted the artist to paint on the lower side of the wings, in outstanding color, "Lilac Time." The plane then made a two hundred and fifty (250) mile trip to all surrounding towns dropping heralds, and passes, with the compliments of a daily newspaper. The passes and heralds were not found, but the newspaper space was.

For this service the Worth ran a one minute trailer in one of our Fort Worth theatres, the Air Company standing all the expense for the newsreel-shot.

DO YOU WANT A FREE FULL-PAGE NEWSPAPER STORY WITH ART FROM YOUR LOCAL NEWSPAPERS? JUST FOLLOW UP ON THIS, TODAY!!



Write to Charles E. McCarthy, Director of Publicity for Paramount Pictures, 12th Floor Paramount Bldg., New York, and he'll send you a story about "How 'talkies' are made," with a set of photos

like these, and a descriptive out-line under each photo. Localize the story by tying it up to your theatre, and you've got a big news-feature story that the readers of every newspaper in the world are crying for.

Editors are trying to BUY stories and pictures like this. If you give it to them exclusively in their town, they'll kiss you!

WRITE FOR YOUR STORY AND PICTURES today. Order

the pictures by number, as noted on each photo shown here. Make your letter to Mr. McCarthy EXPLICIT so he'll know EXACTLY what you want.

DON'T order them from

Public Opinion.

However, if PUBLIX OPINION gets enough requests within the next two weeks for MATS of the cut-layout here, mats will be made from it, and

(Continued on Page 4)

PAGE ONE PUBLICITY THAT REGISTERS FOR BOX OFFICE AND CIRCUIT!

Does your band leader or organist "mean anything" at the box office? Promote a few stunts like this with your newspapers, and then see the difference! Archie Baley is a crack-news paperman and advertising manager of the Omaha Riviera. He has made a box office deity out of his band leader! You can, too, with ideas like this! Just sell 'em as "good fellows" and it works! A "Hit" band-leader is always in front of a "Hot" Press agent. Publix has no "hit" personalities who are so, sans selling effort.

WEATHER FORECAST.

For Omaha and vicinity—Partly cloudy and somewhat warmer tonight and Wednesday.

THE OMAHA BEE-NEWS

Only Omaha Newspaper Carrying International News

Universal Service—Full Associated Press Dispatches

EVENING HOME EDITION

TWO CENTS

In Omaha and 15-mile limits. Five Cents Elsewhere.

VOL. 58—NO. 67.

OMAHA, TUESDAY, SEPTEMBER 4, 1928.—TWENTY PAGES

WADING POOL Work Is Under Way Since Paul Spor STARTED Operations at Scene of Future Frolics FOR KIDDIES



The wading pool is started! Paul Spor wasn't going to leave Omaha without seeing the first spadeful of earth turned at the Child Saving Institute, where a wading pool is to be built for the youngsters with money raised through

The Omaha Bee-News and the Riviera theater. So, during his last day as master of ceremonies at the Riviera, Spor went out himself and dug up the first bit of earth. The picture at the left shows Spor with the spade, a group of



the institute kiddies and George Petros, who has been active in getting money for the fund and who will help "carry on" now. The center scene shows Mrs. A. A. McGraw, superintendent of the Child Saving institute, and other of



her youngsters. And the young man at the right is Lou Forbes, new Riviera personality leader, who has assumed Spor's responsibility both on the stage and with regard to the wading pool fund, which he has pledged himself to see through to the finish.

Modesty Almost Cost Bresendine His Glory

Archie Baley, Advertising and Publicity Manager of the Publix-Blank "Riviera" theatre in Omaha writes to Publix Opinion, threatening to cancel his subscription, unless due credit is given to Ed. J. Bresendine, Assistant House Manager, for the ice-cream tieup described at length in the last issue. Mr. Baley says the plan was worked out entirely by Mr. Bresendine, and that he and House Manager Harry Watts helped a bit with advice and planning assistance, the glory goes to the man who didn't get it. The Editor humbly apologizes, but gently calls attention to the fact that while he has been vehemently called everything else but, he's never won any medals for being a mind reader—and the original information received failed to indicate other than that Mr. Bresendine was reporting the work of Baley and Watts. Therefore, we're glad credit is now being given where due, to all hands!

Incidentally, attention is again called to the fact that the ice-cream company's figures on comparative business before and after taking the Riviera Theatre, Brick, are confidential. The stunt is carrying on in fine shape without further effort on the part of the theatre—and is so effective that competitive ice-cream companies have started to copy the idea.

STICKELMAIER PROMOTED
Henry Stickelmaier, Great States Theatre representative at Peoria, Ill., has been appointed general district manager of Southern Illinois.

"FORGOTTEN FACES" IDEA!

Window tieup with photographer and newspaper identifying old photos for Ticket Prizes proved effective.



T. Y. Walker, of the "Noble" Theatre in Anniston, Ala., started a window display contest on "Forgotten Faces," the Paramount money-getter, which can be adapted in several ways by using old photos of local citizens. It may either be used as a window-contest as indicated by Mr. Wal-

ker, or it can be a great newspaper circulation-promotion stunt. Have the newspaper advertise for 100 old pictures of former citizens, or deceased citizens. They can even get the photos out of their files. Then you can offer prizes of tickets to see "Forgotten Faces" for the best complete list of photos identified.

New Plays and Books Glorify Scribes

Publix showmen will be interested to know that the two newspaper plays, "The Front Page," by Ben Hecht and Charley MacArthur, and "Gentlemen of the Press," written by five New York newspapermen who cut cards and awarded its authorship to Ward Morehouse, are the outstanding Broadway legitimate sell-outs.

Your newspaper friends will be glad to hear it, as it glorifies their craft. It means that the next cycle of stage and movie stories will doubtless be about the fourth estate, which ought to build a lot of prestige for the newspaper game, as well as the theatre industry that projects it.

Another interesting fact to note is that two of the big hit books, "Applause," dedicated to Sime Silverman, editor of "Variety," and "Ballyhoo," dedicated to Jack Barry, director of Publix School for Managers, are rated as best sellers. Beth Brown wrote both.

ASKS PUBLIC TO "CRITIC" HIS SHOW

To stimulate interest in the first talking picture to reach Knoxville, Manager Chas. H. Amos through the News-Sentinel offered prizes for the best review of "The Lion and the Mouse" playing at the Publix Riviera Theatre, Knoxville, Tenn.

Grocery Chain Tie Up Got Crowds

Manager H. C. Farley tied up with the Piggly Wiggly grocery stores in a stunt that gave widespread publicity to the appearance of Gene Dennis, the Kansas Wonder Girl, at the Publix Empire Theatre, Montgomery, Ala. "That's My Daddy" was the feature film attraction in conjunction with Miss Dennis' appearance.

The Piggly Wiggly stores printed and distributed 6000 circulars advertising some of their commodities with a headline at the top reading, "Free 150 Tickets to the Empire—Let Piggly Wiggly solve your grocery problems—Let Gene Dennis at the Empire three days next week solve other problems."

The circulars also listed a number and further explanation told about the possibilities of winning a free admission, "150 numbers, selected at random are posted in every Piggly Wiggly store in Montgomery; also in the lobby of the Empire Theatre. Beginning August 30th, for three days. This circular and all others have a number at the top. Tear the top of this circular off, take it to the nearest Piggly Wiggly store, or to the Empire Theatre. If the number on the circular is the same as any of the 150 numbers posted, you will be admitted to the Empire free of charge. Any show for three days starting Thursday, August 30th."

About 65 of the lucky numbers were brought in.

The stunt proved to be an excellent advertising medium for both the stores and the theatre; especially the theatre as no expense whatever was involved.

WM. T. POWERS PASSES ON ALL CONTRACTS

William T. Powers, associate attorney in the legal department of Paramount-Publix, has been appointed to take charge of all art-



WM. T. POWERS.

Associate-Counsel, Paramount-Publix, in charge of all contract matters for artists and organization personnel.

ist-contract matters in connection with Publix and Paramount activities in New York.

At the present time, due to the newly acquired interest in sound-pictures, Mr. Powers is one of the busiest executives in the organization. His duties include counsel on other matters as well, but artist-contracts are receiving such a great part of his time that it was found necessary to open another office within the Home Office music department for closer contact.

SONG PLUGS "BEGGARS OF LIFE"

With its front cover bearing a striking portrait of Wallace Beery in "Beggars of Life," the theme song of this Paramount Picture with the same title has been published by American Composers, Inc., with Waterson, Berlin & Snyder, Strand Theatre Building, New York City, as selling agents. The words were written by J. Keirn Brennan and the music by Karl Hajos of the Paramount Publix Music Department.

The following material is available to dealers and exhibitors in addition to the regular sale copies: Dance orchestrations, Concert arrangements, Window streamers, Illustrated slides, Title pages for display.

In addition to theatres and dealers many orchestras, radio stations and singers would be glad to use this number in order to cooperate with the theatres playing "Beggars of Life" and any of the above material may be obtained from Waterson, Berlin and Snyder in New York or at any of their branch offices located in Chicago, Boston, Philadelphia, Niagara Falls, Detroit, Buffalo, Pittsburgh, Cincinnati and Los Angeles.

FILE THIS! IT WILL HELP PLAN PROGRAMS!

Watch Publix Opinion for this service in every issue! Watch the trade papers for it, too!

Below is a list of subjects together with footage and running time which were shown in our Reviewing Rooms during the week ending Saturday, September 15th.

Number	Title	Footage	Time	Make
2132	Hoot Gibson Trio (Synch.)	669	7 min. 30 sec.	Vitaphone
	Bonelli & Heeler—Fox (Synch.)	710	7 min. 50 sec.	Movietone
41	News—Fox (Synch.)	990	11 min.	Movietone
2115	Duncan, Herring and Tell (Synch.)	700	7 min. 45 sec.	Vitaphone
2120	Cruse Bros. (Synch.)	525	5 min. 48 sec.	Vitaphone
2259	The Lemon (Synch.)	1025	11 min. 24 sec.	Vitaphone
2270	Frank Richardson (Synch.)	710	7 min. 50 sec.	Vitaphone
2278	Montague Love (Synch.)	835	9 min. 15 sec.	Vitaphone
2266	Gene Morgans Orchestra (Synch.)	877	9 min. 45 sec.	Vitaphone
	Star Witness—Fox (Synch.)	1840	20 min. 27 sec.	Movietone
477	The Admirals (Synch.)	697	7 min. 44 sec.	Vitaphone
2679	Burns & Kissen (Synch.)	595	6 min. 36 sec.	Vitaphone
2686	Shaw & Lee (Synch.)	780	8 min. 39 sec.	Vitaphone
2264	John Hyman (Synch.)	740	8 min. 9 sec.	Vitaphone
2666-67	Sharp Tools—12 reels (Synch.)	1783	19 min. 36 sec.	Vitaphone
562	Venita Gould (Synch.)	670	7 min. 30 sec.	Vitaphone
563	Eddie Conrad (Synch.)	838	9 min. 18 sec.	Vitaphone
625	Freeman Sisters (Synch.)	715	7 min. 57 sec.	Vitaphone
2127	H. and Dan Downing (Synch.)	787	8 min. 45 sec.	Vitaphone
549	Brown Brothers (Synch.)	868	9 min. 39 sec.	Vitaphone
	Love Charm—Tiffany (Synch.)	834	9 min. 20 sec.	Vitaphone
	Dream Kisses (Synch.)	610	6 min. 46 sec.	Vitaphone

Running Time and Footage of Pictures Run in Our Reviewing Rooms During the Week Ending September 22nd.

Record No.	Subject	Non-Syn.	Syn.	Make	Foot-age	Runn'g Time
	Two Lovers—10 reels	X		U. A.	8650	100 min.
	Wedding March, 14 reels	X		Par.	10540	126 min.
	Midnight Taxi—7 reels	X		Warner	5698	68 min.
	While City Sleeps—8 reels		X	Metro	6830	76 min.
	Take Me Home—6 reels	X		Par.	5500	60 min.
SHORTS						
573	Francis Williams	X		Warner	607	7 min.
2691	Jack Waldron	X		Warner	700	8 min.
2111	Sherry Marshall—3 Bad Boys	X		Warner	870	10 min.
2541	The Iceman	X		Warner	640	8 min.
2339	Mayer and Evans	X		Warner	730	9 min.
2660	How's Your Stock	X		Warner	820	10 min.
2102	Coffee Danc	X		Warner	835	10 min.
2123	Rob Spikes and Band	X		Warner	515	6 min.
565	Diplomats	X		Warner	720	8 min.
552	Olman and Arden	X		Warner	627	7 min.
617	Bob MacGregor	X		Warner	750	9 min.
570	Weber and Fields	X		Warner	591	7 min.
568	Schuman & Heinke	X		Warner	870	10 min.
557	Edw. H. Ford	X		Warner	788	9 min.
2109	Carolyn Snowden & Co.	X		Warner	699	8 min.
2347	Jimmy Lyons	X		Warner	660	8 min.
395	Van & Schenck	X		Warner	830	10 min.
2685	The Crooners	X		Warner	709	8 min.
	Why Be Serious	X		Fox	1040	12 min.
	Star Witness (chic sale)	X		Fox	2230	14 min.
	Clark & McCullough in Honor System	X		Fox	810	9 min.
	Waterfront—8 reels	X		First Nat.	6093	68 min.
	Good Bye Kiss—8 reels	X		First Nat.	7144	80 min.
	Fox News No. 42	X		Fox	950	11 min.
	Beggars of Life	X		Par.	7470	83 min.
	The Patriot	X		Par.	9720	108 min.
	Two Lovers	X		U. A.	8650	96 min.

Below is a list of subjects together with footage and running time which were shown in our Reviewing Rooms during the week ending Saturday, September 15th.

TITLE	Footage	Runn'g Time
Fox—River Pirate—10 reels	6870	1 hr. 18 min.
Metro Show People—9 reels	7315	1 hr. 22 min.
Columbia—Submarine—9 reels	6110	1 hr. 30 min.
Par.—Docks of N. Y.—8 reels	7202	1 hr. 19 min.
Univ.—Silks & Saddles—8 reels	5810	1 hr. 04 min.

*With an epilog in which one character talks.

A Snootful

Every day, the Wanamaker stores carry a bit of homely wisdom about life and its cross-channels in their display copy. A current extract:

"As a general thing, it is the quiet people who do the best thinking and perform the most good work.

"Idle people who have the least to do overtalk, while those who are constantly occupied have little time or opportunity to devise and exploit upsetting affairs.

"Any gun that goes off half-cocked is dangerous.

"Almost every day there is an account in the newspaper of careless things said, and done without proper consideration."

There isn't a bulletin board in any theatre that couldn't properly be cleared off to make room for this kind of advice.

TALKING AIR SHIP "SELLS" TO CROWDS

An airplane, gliding with motor shut-off made its appearance over Broadway last week advertising cigarettes. In one cockpit was the pilot. In another was an advertising man. He had a small electrically operated phonograph with a loud speaker that was "stepped up" to its maximum strength. A few snatches of a popular jazz-tune and then an announcement about the cigarettes burst upon the startled ears of the Broadway millions.

It was a marvelous stunt.

The words were clear and loud, and the "selling shots" were perfect.

The idea could be applied to any theatre-program as a one time stunt. Perhaps you have contact with an aviator who will work the stunt for you. Lots of aviators want publicity for their passenger-carrying business.

A news-reel shot on your screen, showing a closeup of the pilot and some noted local luminaries taking a sky-ride will pay-off the airplane for you—giving you a great novelty stunt free. Saturday afternoon is the best time to pull the stunt, as the crowds are out in full force then. It's a one-time stunt that makes talk—you can get it free—and it will tell the world about your next week's show. Only remember, let the pilot and his mechanic do the flying. And get a written damage-waiver from each, as Publix will take no responsibility for possible unfortunate endings to such stunts. Your projectionist, or any radio expert can convert a small phonograph and a small radio set into the necessary means of projecting the sound.

ANOTHER REASON WHY WE LEAD

Paramount News cameramen and Paramount Exchange employees all over the world are cooperating in many instances. Here is a case of where there didn't happen to be a news cameraman on the spot and an employee of the Foreign Department took pictures of an internationally interesting event.

The following cablegram from San Juan, Porto Rico, tells the story:

"Seideman, Famfilm, New York Hurricane damage tremendous—many lives lost—no communication with interior—estimate twenty cities down—two packages negative film one of storm will arrive in New York Tuesday September Eighteen by mail—no damage to office—All film accounted for except four. Donohue."

BUILD YOUR ORGANIST UP LIKE THIS

If you want to popularize your organist, and make him or her a box office attraction, follow the campaign for "Herbie" Koch at the Capitol Theatre, Des Moines, Ia. "Herbie" has a box office following, as witness the letter from Manager Nate Frudenfeld who, having once been a press agent, knows how to sell theatre merchandise.

Sample packages of PEP were given out to 600 Kiddies at the "Herbie" Organ Club Saturday morning. Circulars, with copy and

CAPITOL THEATRE "HERBIE'S ORGAN CLUB"

Every Saturday Morning
at Eleven Thirty

C'mon Sing With Herbie!

You can Sing and Whistle as loud as you wish to your Favorite Tune—It's Fun for Everybody.

HEY KIDS!

If you can't come alone, have your Mother or Father bring you. There's lots of Fun and

PRESENTS

Jay Mills Candy—Flynn's Frost Bites Lolly Pops and Everything

Special—Saturday, Sept. 15
"PEP"

A Small Box to Each Child—Also Other Presents

given herewith, below, were distributed at all the schools—two days previous to our Saturday Club meeting.

"This Organ Club answers a number of purposes," says Manager Nate Frudenfeld. Heretofore, we have always had trouble in getting the kids out of our house on Saturday afternoon. They would come early and stay through both matinee shows, thereby tying up our seats. Therefore we started the Organ Club—the kiddies come at 11:30 stay through first show, and then as they leave the Theatre, we present them with a little present. The only way they can secure this present is by leaving the Theatre, so the result is that about 2:10—Saturday afternoon where we were usually crying for a good spill, we now have five to six hundred kids—vacate and make room for 35 cent customers.

"The Organ Club, is working out very fine. Every member of card, with Herbie Koch's picture the club carries a membership on it. Members know each other, by giving the pass-word—and the pass-word is changed every week—and always has something to do with our coming attraction.

"Every time one of the Organ Club Members meets Herbie Koch on the street, and they whisper the pass-word in his ear, Herbie gives them a penny. It's not only a good will stunt, but as I said before, it helps us get a bigger gross on Saturday afternoon—when we need the seats about 2:00 o'clock.

"Moran of The Marines"

Richard Dix in "Moran of the Marines" has been selected for the Photoplay Guide of popular entertainment films and will appear in the October issue of the National Board of Review magazine.

HUGE STRIDES IN PROGRESS IN 2 YEARS

BY BORIS MORROS

Asso. Director General Publix Music Dept.

At the time of the last "Get together" meeting of the District Managers about two years ago in Atlanta conditions in our business were quite a bit different than they are now.

Huge strides have been made in our progress in two years.

At that time our discussions centered about how to put over the type of entertainment that we had to offer. All our boys bent every energy and all their brain power to devise ways and means by which our type of show could become universally popular. We were about to launch a new idea in the show business which would be distinctive from anything else ever offered the public—the Publix show.

The show business is full of thrills, excitement and novelty which makes the layman envy our lot, but we who are in it know it is a lot of hard work, but even we get our thrills. The thrill we looked forward to at that time became an eventuality.

The Publix type of entertainment swept the country and became a byword in the industry and to the audiences of the nation.

But that was two years ago. Now at this stage of the game we are looking forward to another thrill. The novelty of yesterday is the commonplace of today.

I firmly believe that the results of our "Get together" meeting this last week will be to give everyone of us another thrill—the thrill of maintaining our distinct and diversified type of entertainment, but at a reduced cost—the thrill of knowing that we are giving the maximum of entertainment for the minimum of cost. To this new idea everyone of us is striving and the work we have accomplished is already evident. The results to come are, however, far greater in their possibilities. I have no doubt that the year to come will give us the inspiration of our lives in bringing greater accomplishments to ourselves, greater shows to our patrons and greater rewards for our efforts.

The Farmer's Advice

Dear Reader: Every job you have — everything you do in this world—should be a stepping-stone to something better.

The trials and tribulations which beset you today are only tests of your ability; and if you can stand the annoyance, there may be a time when you will appreciate the fact that difficulties are not so bad after all.

Roses would not be half so sweet were it not for the thorns, and business would be dull were it not for the tests which we almost daily encounter.

Very truly yours,
ALFALFA SMITH
in the N. Y. Eve. World.

"WHIRLING AROUND THE PUBLIX WHEEL"

The following managerial changes are now being effective in the New England Division:

Mr. John Nylen will take over the management of the Capitol, Allston, Mass.

Mr. C. Bassin, present Manager of the Capitol, Allston, Mass., will take over the Allston, Mass.

Mr. G. Jeffrey, present Manager of the Allston, Allston, Mass., is to be appointed to the Park, Bangor, Me., which is temporarily being handled by Mr. C. J. Russell, Jr.

Coincident with the reopening of the Montgomery Theatre, Spartanburg with vitaphone policy, Mr. E. E. Whitaker assumes direct charge of this theatre in addition to his duties as City Manager. Mr. Hal Howard will succeed Mr. Whitaker as Manager of the Rex and will continue to supervise the Strand.

Mr. Virgil Wadkins succeeds Mr. W. T. Murray at the Rialto Theatre, Atlanta.

Mr. C. T. Chapin will report to Jackson, Tenn., to work with Mr. Cartwright prior to being assigned to Jackson as City Manager on the 24th.

Mr. J. L. Cartwright has been assigned as Manager of the new State Theatre, Chattanooga and will report to that assignment on September 24th.

Mr. Jack Hodges will be transferred from the Marlowe, Jackson to the Aladdin at Cocoa, succeeding Mr. Talley who will be returned to the Sparks organization.

Effective September 24th, Mr. Chas. H. Amos, City Manager of Knoxville, will assume direct charge of the new Tennessee Theatre and will be succeeded at the Riviera by Arthur Novak.

Arthur Pinkham transferred from the Park, Bangor to the Strand, Dover; replacing E. B. Haley, resigned.

For the present Mr. C. J. Russell, Jr. will look after the Park, Bangor in addition to the Opera House.

Mr. Frank McShane transferred from the Colonial, Belfast to the Broadway, Chelsea.

H. L. Adams, formerly assistant at the Opera House, Bath succeeded Mr. McShane at the Colonial, Belfast.

Mr. Arthur Swanke assumed the management of the Strand, Des Moines, replacing Mr. H. S. Ward.

H. L. Davidson assumed the management of the Columbia, Garden and Family Theatres, Davenport with the following assistant managership assignments—Thor Hauschild, Columbia; Justin Thielke, Garden; and C. Mennig, Family when that theatre is reopened.

Mr. George Watson assigned as Assistant Manager of the new Capitol Theatre, Cedar Rapids under Mr. Cummings, City Manager.

F. O. Slenker transferred from the Columbia, Davenport to the Fort Armstrong, Rock Island.

Joe Greenfield, at present assistant manager at the Des Moines Theatre, Des Moines, will become Manager of the Spencer Theatre, Rock Island; in the meantime he is taking two weeks off without salary. Mr. Abe Holdberg assigned to replace Mr. Greenfield at the Des Moines.

Effective October 1st the districts in the Southeastern Division will be as follows:

FLORIDA (no change) Jesse L. Clark, District Manager.

CAROLINA (no change) Harry Hardy, District Manager.

GEORGIA—H. S. Hill, District Manager—same as at present with exception of Rialto and Forsyth, Atlanta, which are eliminated.

ATLANTA—Willard C. Patterson, District Manager will supervise the following:

ATLANTA—Howard Keith Georgia, Rialto, Forsyth
ANNISTON—Lyric Noble, Theatro
BIRMINGHAM—Alabama Strand, Galax

TENNESSEE—E. R. Rogers, District Manager, office at the Tivoli Theatre, Chattanooga, Tenn., succeeds W. E. Drumbar, whose assignment will be forthcoming:

CHATTANOOGA—Tivoli, State, Rialto, Bonita, Bijou
KNOXVILLE—Tennessee, Riviera, Strand, Majestic, Lyric
JACKSON—Lyric, Marlowe

D. J. CHATKIN

LUDWIG TELLS OF ACCOUNTING NEEDS

BY L. J. LUDWIG

(Accounting Department)

In the recent meetings with district managers, the Accounting Department endeavored to understand more accurately the problems and viewpoints of the men in the field as they relate to our department. We in turn endeavored to explain the whys and wherefores of the things we do and those which we require from the managers. Located far from most operations, we have the problem of getting the "feel" of various operations.

We cannot too strongly stress the necessity of accuracy, speed and understanding in delivering the required reports to us. The entire department of over 125 people in the Home Office is often delayed due to neglect on the part of several managers. This can be entirely eliminated by planning and scheduling the reports to be made. It is essential that the Theatre Managers Weekly Report be forwarded almost immediately after the close of operations. It is equally essential that the manager spend some time in studying the com-

pleted report to assure himself that it is a fair statement of his operations, and that all elements of expense have been included and are proper. The item of electricity must be especially scrutinized. It is also of the utmost importance that the bills listed on the Managers Weekly Report be forwarded without delay in order that the financial records are in agreement with the managers' reports and that our statements are correct. Monthly comparisons are now being made between what the managers' reports and what our records indicate. These reports will later be forwarded to all managers so that they may know what deviation there is, if any, between their report and the financial records.

We earnestly request that the District Managers carry to the field our endeavor to understand the operating problems and our desire to explain to each and every manager the reason for our requests or instructions.

IF INSTRUCTIONS ARE CAREFULLY FOLLOWED AND YOUR RECORDS REACH US PROPERLY MADE OUT AND IN THE PROPER TIME, WE CAN INCREASE EFFICIENCY IN THE HOME OFFICE AND YOURS, TOO. HELP US MAINTAIN THE MOST EFFICIENT ACCOUNTING DEPARTMENT IN THE INDUSTRY.

SCHOOL START COST FILM BIZ \$750,000 NET

Next Year
You Can Re-
member This
If You Mark
a Calendar
Now — or
Your Assign-
ment Book.

Opening of the school term throughout the country is estimated to have cost the show business \$750,000 for the first week in net profit, according to "Variety."

The drop in business, especially picture houses, was marked on the first school term week, with the matinees showing it.

The opening of the new school term is usually accompanied by a slumped matinee trade. This season the percentage of cut grosses is said to have reached a high percentage, in some instances over 25 per cent.

No preparations appear to have been made to stand off the depleted revenue. There was nothing especially enticing for the children for that week, to induce the parents to take the kids to the picture show at night.

Loss of children's matinee trade is customarily overcome in the second week to a large extent and fully recovered in the third week.

KLEINERT IN BLANK'S

E. H. Kleinert, district musical advisor for Publix in the South, excluding de luxe houses, has been appointed district advisor for the Publix-Blank circuits. Ed Cramer, formerly assistant, will succeed Kleinert in the old job.

South Bend Has Flying-Publix Usher

The Colfax Theatre in South Bend broke onto the front page of the city's newspapers recently through one of its ushers, Carl Hartley, who was to undertake several parachute leaps from an airplane during an air meet.

A photograph of the usher and a good sized human interest story occupied the center of the front page of the South Bend Tribune. The large head on the story read "COLFAX THEATRE USHER IS DARING PARACHUTE JUMPER." The story carried plenty about the service of the theatre to give the readers the opinion that the courteous service rendered by these young men was worthwhile training. Young Hartley was to make four distinct parachute jumps from the plane of South Bend's most prominent air pilot, Capt. George McCabe. The usher was reported to be actively interested in aviation and capable of flying almost any airplane.

Ash's Discovery

Gogo De Lys, a South American of French ancestry, is being sponsored by Paul Ash, who took the French comedienne with him to Chicago for his eight-week stay there.

Ash thinks she is a find, and after grooming her at the Oriental, Chi, he will bring her back with him for his Paramount, New York, reopening.

STOP!

Have You Sewed Up
"CANDY WEEK" yet?
It Starts Oct. 2.

MR. DEMBOW IS ANXIOUS
TO SEE YOUR RESULTS
ON THIS! Make Up a Sep-
arate Scrap Book and Send it
to "Publix Opinion."

See the Last Issue of "Publix
Opinion" for Dope.

YOU HAVE THE
MERCHANDISE!
SELL IT!!

Publix Opinion

The Official Voice of Publix

YOU HAVE THE
MERCHANDISE!
SELL IT!!

Vol. II

Publix Theatres Corporation, Paramount Building, New York, Week of September 29, 1928.

No. 35

"A good showman proves his right to the designation by turning a bad situation into a good one—and a good one into a better one!" SAM DEMBOW, JR. Executive Vice-President, Publix Theatres Corp.

"Leave no stone unturned to give Publix the high standing it holds in the world of theatres."

Publix Opinion

Published by and for the Press Representatives and Managers

PUBLIX THEATRES CORPORATION

SAM KATZ, President

A. M. BOTSFORD, Dr. Advertising BENJ. H. SERKOWICH, Editor
Contents Strictly Confidential.

LET YOUR LIGHT SHINE FORTH!

The best part of doing a good job is getting paid for it. Remuneration can be the satisfaction that comes from doing good work, or the applause of those who can appreciate it. It can be money, too. It can also be all three.

It should be all three!

The firm you work for is not an object of charity, any more than you. The firm wants to pay honestly and fully, for what it gets, just as you are expected to honestly exert yourself for what the firm gives you. The firm hopes that it is paying you well in money, in personal satisfaction and in its appreciation for your loyal efforts at doing a good job.

A good job is one that needs no advertising—yet there is such a thing as UNbecoming modesty—yes, even in show business. An example of unbecoming modesty is that of a man who does a good job and knows that if others like him in his organization could only see the job, or know how it was accomplished, it would help them to do likewise—but his sense of modesty forbids calling it to the attention of proper authorities for that purpose. Such a one is like the unlucky patriot Hciwokres, in the ancient Hungarian folk-story, who died a poor man, abused, unappreciated and defeated, because every time he did a good job, he'd destroy his meed of glory upon completion because he was convinced by the appalling ignorance about him that it was futile. He destroyed the claim for glory to make onlookers think.

"GENIUS"

"Genius is only the power of making continuous efforts. The line between failure and success is so fine that we scarcely know when we pass it—so fine that we are often on the line and do not know it. How many a man has thrown up his hand at a time when a little more effort, a little more patience would have achieved success. As the tide goes clear out so it comes clear in. In business, sometimes prospects may seem darkest when really they are on the turn. A little more persistence, a little more effort and what seemed hopeless failure may turn to glorious success. There is no failure except in no longer trying. There is no defeat except from within, no really insurmountable barrier save our own inherent weakness of purpose.

—Marden.

"GREATNESS"

Somewhere in his "Essays" Emerson has a sentence to this effect: "See how the mass of men worry themselves into nameless graves, while here and there a great unselfish soul forgets himself into immortality." A fine thought, finely phrased; but Jesus thought it first.

So we have the main points of His business philosophy.

1. Whoever will be great will render great service.
2. Whoever will find himself at the top must be willing to lose himself at the bottom.
3. The big rewards come to those who travel the second undemanding mile.

—Excerpt from Bruce Barton's

"The Man Nobody Knows."

WANTED: Managers like this!

"The Manager who has an abundant store of showmanship and information got most of it by observing others, analyzing, studying, and searching for it—and he keeps it constantly up-to-date by reading the daily newspapers, the trade magazines, and talking to others in this business. He's the manager who is constantly getting his salary increased, or receiving promotions. He's also the fellow who refuses to take it for granted that anything that is scheduled to happen is really going to happen—he keeps a constant check on it to help it to transpire!

"He refuses to assume that he knows it all, and is willing to listen. Likewise he refuses to assume that his subordinates are as well equipped as he with information and showmanship, so he is constantly giving others the benefit of what he knows.

DAVID J. CHATKIN

WARMED-UP ALL COUNCIL BLUFFS WITH THESE

The Southwestern Iowa Baseball tournament started August 22nd in Council Bluffs, Ia., and "Warming Up" starring Richard Dix opened at the Publix Broadway Theatre, Council Bluffs August 26th for a three-day run.

Manager Herbert Chatkin tied up with the baseball team by placing two 5 x 15 banners in the park and two 3 x 5 banners on concession stands. One of the larger banners was placed in center field with the players' knowledge if they poked a ball against it, it would be good for a pass for themselves and party.

The newspaper tie-up resulted in the paper having a telegram come from Dix to the City Editor inviting the teams who played on opening day of picture to see Paramount's baseball epic.

Enlarged copies of the telegram were placed in the players' dugouts and around the park and in many of the store windows in the down-town district.

Chatkin also tied in with a furniture store who split cost of megaphones; distributing 5000 during run and two days in advance of picture. One half of the space was allotted to the store and the other half contained selling copy about the picture, star, theatre and play dates.

"The Wedding March"

"The Wedding March" will go to the Rivoli, New York, on October 13th. The general policy will be one of cooperative advertising in connection with exhibitors throughout the country, in order that we may build up the greatest possible grosses on this picture. It will not be shown at Two Dollar admissions any place.

MUSIC NOTES

The following changes and transfers in stage band leaders have been decided upon and are being effected:

VIC INCE—stage band leader at the Alabama Theatre Birmingham, closed, and proceeds immediately to the Metropolitan Theatre, Houston, reporting on Friday, Sept. 21 and opening on Saturday, Sept. 22nd. Hal Sanders, a member of the orchestra at the Alabama Theatre, replaces Ince until Sept. 29, when unit shows will be discontinued at this theatre.

KEN WHITMER—now at the Metropolitan Theatre, Houston, closed Sept. 18, to open on Sunday, Sept. 23, at the Ft. Armstrong Theatre, Rock Island, Ill. He will be replaced as above by Vic Ince. Cornelius Maffie, organist at the Metropolitan Theatre will replace Whitmer as stage band leader until Ince opens as above.

CASEY JONES—terminates his engagement as stage band leader at the Riviera Theatre, Waterloo, Ia., on Saturday, Sept. 22nd, with no further assignment.

LINDY COONS—now at the Worth Theatre, Fort Worth, finishes his engagement there on October 1st, and replaces Don Miguel Galvan at the Texas Theatre, San Antonio, opening Oct. 20th. Unit shows will be eliminated at this theatre (Worth Theatre) on September 29th.

RAY TEAL—closes at Howard theatre, Atlanta, on Wednesday, Sept. 26th, and proceeds, immediately to the Palace Theatre, Dallas, to open on Sept. 29th.

M. Segal or Eddie Rees, of the orchestra at the Howard Theatre, will replace Teal until unit shows are eliminated at this theatre on Sept. 29th.

EDDIE STANLEY—now at the Palace Theatre, Dallas, finishes his engagement there on Sept. 28th, with no further assignment at present.

BEN BLACK will act as Stage Band Leader with the "OH! TEACHER" unit, beginning Wednesday, September 26th until Friday, September 28th, replacing PAUL ASH, who leaves for Chicago.

Beginning Saturday, September 29th DAVE APOLLON will act as guest Stage Band Leader with the unit "HOUSE BOAT" at the Paramount Theatre.

With the opening of Mr. Cambria's unit "BEAUX ARTS FROLIC" on Saturday, October 6th, BEN BLACK will be guest Stage Band Leader at the Paramount, N. Y., until further notification from this office.

The following assignments and transfers of stage band leaders have been decided upon:

ROY BERGERE has been chosen to replace Paul Spohr as stage band leader at the Capitol Theatre, Cedar Rapids, Iowa.

PAUL SPOHR closes in Cedar Rapids, and proceeds immediately to the Riviera Theatre, Omaha, Nebr., to open Sept. 21st.

JAY MILLS now at the Capitol Theatre, Des Moines, begins a one week vacation on Friday, September 21st, during which time he will be replaced by Lou Forbes, who closes in Omaha on Thursday, September 20th, opening on the 21st in Des Moines. At the expiration of this one week, Jay Mills will return to the Capitol Theatre, Des Moines.

JACK BAIN formerly at the Seattle Theatre, Seattle, Wash., has been selected as stage band leader at the Riviera Theatre, Waterloo, Iowa.

Mr. Arthur Martel, former feature organist at the Metropolitan Theatre, Boston is being rotated to theatres in Mr. FitzGibbon's division. For two weeks commencing Sunday Sept. 16th, he will serve as feature organist at the Strand Theatre, Pawtucket and week commencing Sept. 30th at the Federal Theatre, Salem, Mass., and for two weeks commencing Sunday Oct. 7th at the Brockton Theatre, Brockton, Mass. Arrangements are being made with Mr. Ford of the Maine and New Hampshire circuits to use Mr. Martel for engagements at Lewiston and Berlin.

Too Many Wows Is Odd Plait In Chicago

Variety calls attention to a most unique situation, which by the way is true with most Publix theatres.

A problem unique in show business is confronting Balaban & Katz, Publix theatres in Chicago. Too many wow pictures!

They were forced to jerk "Lilac Time" after five weeks of solid profit at the Roosevelt, to make way for "The Patriot." Closing week was \$20,000, which is \$5,000 clear on the seven days.

Doing only six shows daily, "Wings" copped all records for attendance per performance at McVicker's and grossed a tremendous \$43,000 on the opening week. Last week was \$40,000, and trade shows no sign of early let-up. This is such hot money B. & K. made serious attempts to run the picture simultaneously in the Roosevelt,

but couldn't do it as that house was making coin whoopes with "Lilac Time" and had "The Patriot" to follow. After "Wings" comes "The Singing Fool" at McVicker's. This is quite a situation but should draw no tears.

Elsewhere business was comfortably healthy. "The Fleet's In" looked very good at the Chicago with \$46,000, and was also used to open B. & K.'s new Paradise on the west side. Al Kvale, m. c. at the Oriental, had his farewell week before returning to the Norahs, brought in a strong \$41,000.

PUBLIX SERVICE

A story in "Variety" last week indicates the public appreciation of Publix service in a most unusual way. "Variety" says:

George Konesky, 19, was picked up by Chicago detectives charged with taking \$22 apiece from chumps in advance for B. & K. usher jobs. Despite the advance rake, none of Konesky's saps received a call to usher.

The young shepherd admitted in court that he had neither pull nor affiliations.